



A Kaleidoscope of Choices for Moulded Plastic Chairs

HERMAN MILLER INTRODUCES AN EXPANDED COLOUR RANGE FOR CLASSIC EAMES CHAIRS

Herman Miller, Inc. is pleased to introduce a variety of new colours and bases for the Eames moulded plastic chairs. The additional options expand the classic's ability to suit multiple applications and reinforce the company's commitment to authentic, sustainable design.

Five new colours will complete a vivid spectrum of 10 choices available for both the armchair and side chair models. Aqua sky, java, wafer, greystone, and sparrow will join existing colours black, red, white, light blue, and lime green.

Two bases, the stacking base and the 4-legged base, will join the existing wire base, rocker base, and the recently reintroduced dowel leg base.

"The introduction of these colours and bases is a response to the increasing popularity of these chairs. They serve a variety of residential and commercial applications, and the additional colours and bases will provide a broader range of options for our customers," says product manager Gregg VanderKooi. "Since Herman Miller is the only licensed manufacturer of these chairs in Asia Pacific we believe it's important to provide authentic choices to protect the integrity of these classic designs."

The chair shells, once made of fibreglass-infused plastic, are produced in environmentally friendly polypropylene, a decision made by the company almost a decade ago to reinforce its commitment to sustainability.



The Eameses designed their moulded plastic armchair in 1948 for entry in the International Competition for Low-Cost Furniture organised by the New York Museum of Modern Art. Herman Miller introduced the armchair along with a companion side chair in 1950, and they soon found broad acceptance in residential and institutional markets – becoming the first mass-produced plastic chairs. Herman Miller reintroduced the Eames moulded plastic chairs in 2001 and then dramatically increased the offering in 2005 as part of its 'Get Real' campaign for authenticity.

The Eames moulded plastic chairs are available from Herman Miller. For your nearest stockist visit www.hermanmiller.com.au and click on Where to Buy.